

IN THE CLAIMS

Please amend the claims as follows, substituting any amended claim(s) for the corresponding pending claim(s):

1 1. (Currently amended) An information server, comprising:
2 a processor;
3 a memory including computer instructions that define logic to prompt the information
4 server to receive a mobile terminal ID and its location whenever the mobile terminal registers its
5 presence in a new cell and to evaluate an information customer profile that corresponds to the
6 mobile terminal ID to determine if a specific push data message is to be transmitted to the mobile
7 terminal through a wireless data packet network;
8 an internal bus coupled to the processor and the memory to enable the processor to
9 receive the computer instructions stored within the memory; and
10 wherein the information server is operable to determine if the specific push data message
11 is to be transmitted based upon at least one ~~an~~ identified Picocell, wherein push data is adds are
12 arranged according to Picocell service areas, or upon specified products and services identified in
13 a user profile associated with the mobile terminal ID.

1 2. (Original) The information server of claim 1 wherein the wireless data packet
2 network comprises one of a GPRS or UMTS network.

1 3. (Original) The information server of claim 1 wherein the wireless data packet
2 network comprises a wireless local area network.

1 4. (Original) The information server of claim 1 wherein the specific push data
2 message comprises a solicited advertisement.

1 5. (Original) The information server of claim 4 wherein the solicited advertisement
2 is for a product or service identified in the profile for an information customer.

1 6. (Original) The information server of claim 1 wherein the specific push data
2 message comprises an unsolicited message.

1 7. (Original) The information server of claim 6 wherein the unsolicited message is
2 transmitted as a result of the mobile terminal having traveled into the cell proximate to a vendor
3 for whom the advertisement is transmitted.

1 8. (Original) The information server of claim 1 wherein the computer instructions
2 define logic to transmit the customer profile information to a vendor server that is proximate to
3 the cell within which the mobile terminal is registered.

1 9. (Original) The information server of claim 8 wherein the vendor carries products
2 or sells services similar to at least one product or service identified in the information customer's
3 profile.

1 10. (Original) The information server of claim 8 wherein the customer profile
2 information is transmitted to the vendor server to prompt it to generate an advertisement to the
3 mobile terminal.

1 11. (Currently amended) A method for delivering an advertisement to a mobile
2 terminal comprising:

3 receiving location information that identifies a mobile terminal and a location;
4 determining, based upon the mobile terminal location, whether a vendor should
5 be sent customer profile information to a vendor server for it to determine whether a push data
6 message should be sent to the mobile terminal; and

7 transmitting customer profile information to an external server, and, if a push
8 data message is to be sent to the mobile terminal, receiving the push data from external server and
9 transmitting the push data message to the mobile terminal; and

10 wherein the information server is operable to determine if the specific push data
11 message is to be transmitted based upon at least one ~~an~~ identified Picocell, wherein push data is
12 ~~adds are~~ arranged according to Picocell service areas, or upon specified products and services
13 identified in a user profile associated with the mobile terminal ID.

1 12. (Original) The method of claim 11 wherein the push data message is a solicited
2 advertisement.

1 13. (Original) The method of claim 12 wherein the solicited advertisement is for a
2 product or service that is similar to one identified in the customer profile information.

1 14. (Original) The method of claim 13 wherein the solicited advertisement is for a
2 product or service that is identified in the customer profile information.

1 15. (Original) The method of claim 11 wherein the push data message is for an
2 unsolicited advertisement.

1 16. (Original) The method of claim 15 wherein the push data message is for specified
2 information triggered by an event.

1 17. (Original) The method of claim 16 wherein the event is that a specified travel
2 condition has occurred.

1 18. (Original) The method of claim 17 wherein the travel condition is a flight
2 schedule changes that is viewed in relation to the user location and traffic patterns.

1 19. (Original) The method of claim 11 wherein the step of determining the mobile
2 terminal location includes determining the identity of a Picocell within which the mobile terminal
3 is registered.

1 20. (Original) The method of claim 11 further comprising the step of transmitting
2 push data in one of a broadcast mode or a priority mode wherein the priority mode includes
3 sending the push data to the highest priority device whose presence is registered according to
4 consumer profile information.